

CLAIMS

What is claimed is:

1. A method of managing a relationship between a company and a plurality of customers comprising the steps of:
 - a. providing at least one database containing information about a plurality of company managers and a plurality of customer respondents;
 - b. providing a central computer connected to the at least one database, the central computer also connected to a plurality of remote computers through a network;
 - c. providing a customer satisfaction survey containing a plurality of customer satisfaction questions to a selected respondent of the plurality of customer respondents, the customer satisfaction survey accessible by the selected respondent at a first of the plurality of remote computers;
 - d. receiving survey answers from the selected respondent at the central computer;
 - e. processing the survey answers to identify a customer satisfaction issue of the selected respondent;
 - f. flagging the customer respondent for follow-up action based upon the customer satisfaction issue of the selected respondent; and
 - g. providing the customer satisfaction issue of the selected respondent to one of the plurality of company managers at a second of the plurality of remote computers, thereby prompting the one of the plurality of company managers

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to develop an action plan designed to address the customer satisfaction issue of the selected customer respondent.

2. The method of claim 1 further comprising the step of entering the action plan into the at least one database.
3. The method of claim 2 further comprising the step of implementing the action plan to obtain action plan results.
4. The method of claim 3 further comprising the step of associating a score with the action plan based upon the action plan results.
5. The method of claim 4 further comprising the step of making the action plan and the associated score available to the plurality of account managers, thereby providing the plurality of account managers with information about whether the action plan was successful or unsuccessful.
6. The method of claim 1 further comprising the step of sending an invitation to the selected respondent through the first of the plurality of remote computers, the invitation asking the respondent to complete the customer satisfaction survey and providing a network address where the selected respondent may access the customer satisfaction survey.
7. The method of claim 1 wherein the step of processing the survey answers to identify a customer satisfaction issue of the selected respondent includes automatically analyzing the survey answers received from the selected respondent based upon pre-established criteria that identify various customer satisfaction issues.

8. The method of claim 1 wherein the information contained in the at least one database about the selected respondent includes a preferred language of communication.
9. The method of claim 8 further comprising the step of providing a translation tool to a translator, the translation tool accessible by the translator at a third of the plurality of remote computers and providing the translator with the ability to translate each of the plurality of customer satisfaction questions into the preferred language of communication of the selected respondent and thereby produce a translated survey.
10. The method of claim 9 wherein the translated survey is reviewed by an approver before the translated survey is provided to the selected respondent.
11. A system for managing a relationship between a company and a plurality of customers comprising:
- a. at least one database containing information about a plurality of customer respondents and a plurality of company managers associated with each of the plurality of customer respondents;
 - b. means for delivering a customer satisfaction survey containing a plurality of customer satisfaction questions to a selected respondent of the plurality of customer respondents;
 - c. means for receiving survey answers from the selected respondent;
 - d. means for processing the survey answers to identify a customer satisfaction issue of the selected respondent;

- e. means for flagging the customer respondent for follow-up action based upon the customer satisfaction issue of the selected respondent; and
- f. means for providing the customer satisfaction issue of the selected respondent to one of the plurality of company managers, thereby prompting the one of the plurality of company managers to develop an action plan designed to address the customer satisfaction issue of the selected customer respondent.

12. The system of claim 11 further comprising means for entering the action plan into the at least one database.
13. The system of claim 12 further comprising means for associating a score with the action plan based upon action plan results obtained after implementation of the action plan.
14. The system of claim 13 further comprising means for making the action plan and the associated score available to the plurality of account managers, thereby providing the plurality of account managers with information about whether the action plan was successful or unsuccessful.
15. The system of claim 11 further comprising means for inviting the selected respondent to complete the customer satisfaction survey using one of the plurality of remote computers, the means for inviting providing a network address where the selected respondent may access the customer satisfaction survey.
16. The system of claim 11 wherein the means for processing the survey answers to identify a customer satisfaction issue of the selected respondent includes means for automatically analyzing the survey answers received from the selected

respondent based upon pre-established criteria that identify various customer satisfaction issues.

17. The system of claim 11 wherein the information contained in the at least one database about the selected respondent includes a preferred language of communication.
18. The system of claim 17 further comprising a translation means accessible by a translator at one of the plurality of remote computers, the translation means providing the translator with the ability to translate each of the plurality of customer satisfaction questions into the preferred language of communication of the selected respondent and thereby produce a translated survey.
19. The system of claim 18 further comprising a means for delivering the translated survey to an approver for review and approval.
20. A system for managing relationships between a company and a plurality of customers comprising:
 - a. at least one database containing information about a plurality of customer respondents and a plurality of company managers associated with each of the plurality of customer respondents;
 - b. a central computer connected to the at least one database, the central computer comprising
 - i. an account management tool accessible by the plurality of company managers at one of a plurality of remote computers connected to the central computer, the account management tool including (a) an account information page operable to display a

Country	Year	Population (millions)	Urban population (millions)	Urban population (%)	Population density (per sq km)	Population density (per sq mile)
Algeria	1980	10.0	4.0	40.0	100	260
Algeria	1985	10.5	4.5	42.9	105	272
Algeria	1990	11.0	5.0	45.5	110	284
Algeria	1995	11.5	5.5	47.8	115	297
Algeria	2000	12.0	6.0	50.0	120	310
Algeria	2005	12.5	6.5	52.0	125	322
Algeria	2010	13.0	7.0	53.8	130	335
Algeria	2015	13.5	7.5	55.6	135	348
Algeria	2020	14.0	8.0	57.1	140	360
Algeria	2025	14.5	8.5	58.6	145	373
Algeria	2030	15.0	9.0	60.0	150	385
Algeria	2035	15.5	9.5	61.3	155	398
Algeria	2040	16.0	10.0	62.5	160	410
Algeria	2045	16.5	10.5	63.6	165	423
Algeria	2050	17.0	11.0	64.7	170	435
Algeria	2055	17.5	11.5	65.7	175	448
Algeria	2060	18.0	12.0	66.7	180	460
Algeria	2065	18.5	12.5	67.6	185	473
Algeria	2070	19.0	13.0	68.4	190	485
Algeria	2075	19.5	13.5	69.2	195	498
Algeria	2080	20.0	14.0	70.0	200	510
Algeria	2085	20.5	14.5	70.7	205	523
Algeria	2090	21.0	15.0	71.4	210	535
Algeria	2095	21.5	15.5	72.1	215	548
Algeria	2100	22.0	16.0	72.7	220	560
Algeria	2105	22.5	16.5	73.3	225	573
Algeria	2110	23.0	17.0	73.9	230	585
Algeria	2115	23.5	17.5	74.5	235	598
Algeria	2120	24.0	18.0	75.0	240	610
Algeria	2125	24.5	18.5	75.5	245	623
Algeria	2130	25.0	19.0	76.0	250	635
Algeria	2135	25.5	19.5	76.5	255	648
Algeria	2140	26.0	20.0	76.9	260	660
Algeria	2145	26.5	20.5	77.4	265	673
Algeria	2150	27.0	21.0	77.8	270	685
Algeria	2155	27.5	21.5	78.2	275	698
Algeria	2160	28.0	22.0	78.6	280	710
Algeria	2165	28.5	22.5	78.9	285	723
Algeria	2170	29.0	23.0	79.3	290	735
Algeria	2175	29.5	23.5	79.7	295	748
Algeria	2180	30.0	24.0	80.0	300	760
Algeria	2185	30.5	24.5	80.3	305	773
Algeria	2190	31.0	25.0	80.6	310	785
Algeria	2195	31.5	25.5	81.0	315	798
Algeria	2200	32.0	26.0	81.3	320	810
Algeria	2205	32.5	26.5	81.6	325	823
Algeria	2210	33.0	27.0	81.8	330	835
Algeria	2215	33.5	27.5	82.1	335	848
Algeria	2220	34.0	28.0	82.4	340	860
Algeria	2225	34.5	28.5	82.6	345	873
Algeria	2230	35.0	29.0	82.9	350	885
Algeria	2235	35.5	29.5	83.1	355	898
Algeria	2240	36.0	30.0	83.3	360	910
Algeria	2245	36.5	30.5	83.6	365	923
Algeria	2250					

21. The system of claim 20 wherein the account management tool further comprises a results page operable to display action plan results following implementation of the action plan and further operable to allow one of the plurality of company managers to associate a score with the action plan results.